



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

**Flight Dates:** Monday, October 15, 2012 to Sunday, October 21, 2012

Estimate ID

11636

**Contact:** Craig Lewis

**Email:** clewis@ksl.com

**Phone:** 801-575-5555

**Fax:** 801-575-5831

**Direct:** 801-575-5862

### KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSL 5a News	EM	M-F	30	\$30.00	1	1	1		1			4
5:00 AM 6:00 AM				<b>\$120.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL 6a News	EM	M-F	30	\$325.00	1	1	1	1	1			5
6:00 AM 7:00 AM				<b>\$1,625.00</b>								
Highly pre-emptible at LUR per KSL. Move to L1												
Today Show	EM	M-F	30	\$900.00		1	1	1				3
7:00 AM 8:00 AM				<b>\$2,700.00</b>								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Today Show	EM	M-F	30	\$350.00	2	1	1	1	1			6
8:00 AM 9:00 AM				<b>\$2,100.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday Today	EM	Su	30	\$70.00							1	1
7:00 AM 8:00 AM				<b>\$70.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Today II	DT	M-F	30	\$140.00					1			1
9:00 AM 10:00 AM				<b>\$140.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Rachael Ray	DT	M-F	30	\$130.00			1					1
10:00 AM 11:00 AM				<b>\$130.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
KSL Noon News	DT	M-F	30	\$130.00		1		1				2
12:00 PM 1:00 PM				<b>\$260.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Katie Couric	EF	M-F	30	\$225.00	1	1	1	1	1			5
4:00 PM 5:00 PM				<b>\$1,125.00</b>								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6:30p News	EN		30	\$575.00	1	1		1				3
6:30 PM 7:00 PM				<b>\$1,725.00</b>								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 5p News	EN	M-F	30	\$575.00	1	1	1	1	1			5
5:00 PM 5:30 PM				<b>\$2,875.00</b>								
Highly pre-emptible at LUR per KSL. Move to L1												
KSL 6p News	EN	M-F	30	\$650.00	1	1	1	2	1			6
6:00 PM 6:30 PM				<b>\$3,900.00</b>								
Highly pre-emptible at LUR per KSL. Move to L1												

Suzanne Collins

**Media Strategies and Research**

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KSL -TV

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Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Saturday 6p News	EN	Sa	30	\$150.00						1		1
6:00 PM 6:30 PM				<b>\$150.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Grimm	PT	F	30	\$1,700.00					1			1
8:00 PM 9:00 PM				<b>\$1,700.00</b>								
Sold Out at LUR per KSL. Lowest Rate to Clear												
KSL 10p News	LN	M-F	30	\$1,750.00	1	1	2	1	2			7
10:00 PM 10:35 PM				<b>\$12,250.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Saturday 10p News	LN	Sa	30	\$850.00						1		1
10:00 PM 10:35 PM				<b>\$850.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
Sunday 10p News	LN	Su	30	\$2,750.00							1	1
10:00 PM 10:35 PM				<b>\$2,750.00</b>								
Sold Out at LUR per KSL. Lowest Rate to Clear												
Tonight Show	LF	M-F	30	\$350.00	1							1
10:35 PM 11:37 PM				<b>\$350.00</b>								
Highly pre-emptible at LUR per KSL. Move to L2												
<b>Station Gross Totals</b>				<b>\$34,820.00</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>2</b>	<b>2</b>	<b>54</b>

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